



Wisconsin Main Street Case Study Design

Hotel Hilton/Turtle Creek Bookstore Beloit

History of Project

Once a prominent hotel in downtown Beloit (with such luminaries as John F. and Jackie Kennedy, Eleanor Roosevelt, Frank Lloyd Wright, Jack Nicklaus, Robert Frost, and Carl Sandburg its guests), the historic Hotel Hilton was a faded reminder of its former self. The three-story building was built in 1904 and is over 41,000 square feet. The hotel originally contained 77 guest rooms on the second and third floors, a lobby and dining hall on the ground floor, and various retail shops in the basement.



The Hotel Hilton exterior prior to renovation.

The building was deteriorated and was used as a rooming house for years. It was slated for demolition to make way for a surface parking lot in the early 1990s. A 1992 report prepared by the National Main Street Center explored the possibility of rehabilitating the structure and found it to be a good candidate for reuse. The report also suggested that the city, community residents, and Beloit Main Street work together to ensure that this development succeeded.



The exterior renovation brought back the buildings original character.

Scope of Project

Arlan Kay, a Madison architect, redesigned the building. The restoration included the removal of aluminum siding that was covering the brick. The brick was then cleaned and tuck pointed, and each of the original wood windows were repaired and replaced. The upper floor guest rooms were converted into luxury apartments. The original ground floor lobby and dining hall was converted into the Beloit College Turtle Creek Bookstore, with a courtyard and patio for customers and residents. The basement was converted into classroom space for Blackhawk Technical College. The variety of uses in the completed project brought a new vibrancy to the building and the surrounding downtown.

Financing

This project, developed by Wisconsin Management Co., utilized many funding sources, including rehabilitation tax credits, a WHEDA loan, a City of Beloit Revolving Loan, tax increment financing, and tenant investments. The breakdown of the project cost are: \$1.1 million for housing, \$700,000 for commercial, and \$1.2 million for parking and other expenses, for a total project cost of \$3 million.